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## THE TVA 2007 STRATEGIC PLAN



**T**he TVA Board has approved the 2007 Strategic Plan that describes TVA's overall strategic direction and intent for the next decade.

The 2007 Strategic Plan is a comprehensive, high-level policy document that addresses all areas of TVA's mission and provides the framework for TVA's actions for the coming years. The board provided considerable input and perspective to the development of the strategic plan, reflecting the board's broad and deep experience in business, industry and government.

The board has given TVA's leadership the responsibility for putting the strategic plan into action through detailed business and performance planning and by developing specific, quantitative performance targets for the metrics component of the plan.

A key tool for implementing the plan is TVA's initiative for Sustainable Performance Improvement, which requires TVA to reduce \$420 million from non-fuel operating and maintenance costs by 2010. The achievement of the \$420 million goal will help TVA perform among

the top 25 percent of utilities in all areas of operations.

The new strategic plan is an update of the 2004 Strategic Plan, reflecting changes in the electric utility industry during the past several years. The 2007 Strategic Plan continues TVA's historic mission and time-proven business model that includes bundled generation and transmission services, comprehensive management of the region's natural resources, and sustainable

*See "TVA 2007 Strategic Plan" on page 2*

## President Bush recognizes Browns Ferry workers

**D**uring his visit to Browns Ferry Nuclear Plant on June 21, President George W. Bush recognized the work of TVA employees and contract workers to restart Browns Ferry Unit 1.

The President addressed plant employees and guests in a recognition ceremony following a tour of Unit 1, which TVA restarted in May, completing one of the most extensive restart efforts in the nuclear industry.

"Thanks for the invitation to tour this impressive facility," the President said. "The restart of Browns Ferry Unit 1 represents the first nuclear reactor to come online in the United States in more than a decade.

"I thank all the employees who work

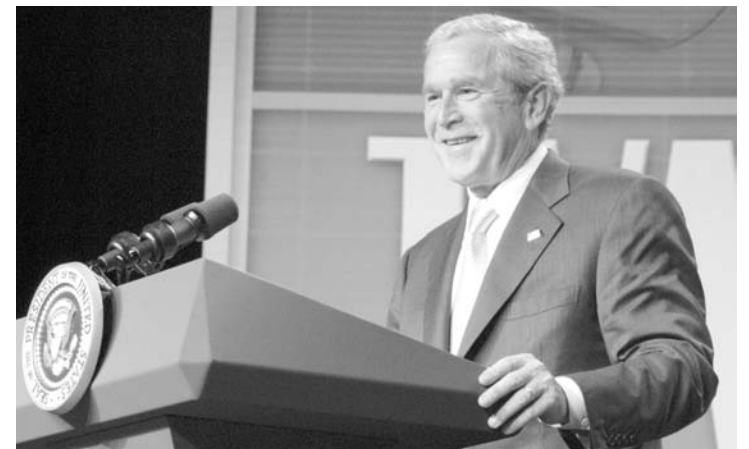
here. Thanks for what you're doing, for being skillful, thanks for working hard and thanks for helping the country.

"If you're interested in cleaning up the air, then you ought to be an advocate for nuclear power."

Program Manager Billy Hargrove said Bush's visit was an important step forward for Browns Ferry. "It's a signal to the whole country that our energy is safe and viable," said Hargrove, whose department monitors radiation in workers.

Design Engineer Jason Jackson said, "Those of us who work at nuclear plants

*See "President visits Browns Ferry" on page 3*



President George W. Bush addresses Browns Ferry Nuclear Plant employees during a visit to the plant June 21.

## Inside TVA

RETIREES EDITION

Inside TVA Retirees Edition and Inside TVA are available on the TVA external homepage [www.tva.com](http://www.tva.com).

Comments and suggestions are welcome. Send them to *Inside TVA Retirees Edition*, WT 7A-K (400 W. Summit Hill Dr., Knoxville, TN 37902), or call 865-632-8004.

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TVA is an equal-opportunity and affirmative-action employer. TVA also ensures that the benefits of programs receiving TVA financial assistance are available to all eligible persons, regardless of race, color, sex, national origin, religion, disability or age.

Inside TVA Retirees Edition will be made available in alternate format, such as Braille, large print or audiocassette, upon request. For information, call 865-632-6124 (TTY 865-632-2178).

Inside TVA Retirees Edition is printed on recyclable, 30-percent post-consumer recycled paper.



### To change your address

Retirees who get pension checks from TVA should update their addresses with the following information if they move: Name, address, Social Security number (at least the last four digits) and signature. Mail it to Retirement Services, 400 W. Summit Hill Dr., Knoxville, TN 37902-1401.

Retirees who do not get pension checks from TVA but have TVA medical insurance need to update their address with the same information as above if they move and mail it to the TVA Service Center, 400 W. Summit Hill Dr., Knoxville, TN 37902-1401.

Forms for updating your information also are on [www.tva.com](http://www.tva.com) under Retirees.

# TVA 2007 Strategic Plan

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economic-development activities — all funded from power revenues with no taxpayer support.

The plan more tightly integrates these components and extends them further to provide customers with rates that better reflect costs while providing opportunities for distributors to participate in power supply. The plan also requires TVA to balance production assets with load while maintaining financial practices that are sound and sustainable in a competitive environment.

The strategic plan leverages and realigns TVA's strengths in five key areas: customers, people, financials, assets and operations. In each of these areas, the plan provides strategic objectives and metrics by which the board will evaluate progress, motivate improvement and measure success.

The 2007 Strategic Plan is the result of months of research, industry benchmarking and discussions with key stakeholder groups. It incorporates suggestions provided by hundreds of

TVA stakeholders and employees during a public comment period that included nine briefings across the Tennessee Valley region.

Like its 2004 predecessor, the 2007 Strategic Plan allows TVA to build on its strengths and maximize its effectiveness in carrying out the TVA mission. With an even stronger strategic plan in place, TVA will be better prepared than ever to improve the quality of life in the Tennessee Valley region.

— DAVID BORUFF

## STRATEGIC SHIFT FOR TVA

### Shifting Strategic Focus While Leveraging Existing Strengths

#### HISTORICAL FOCUS

- Internally focused
- Short-term contracts with distributors
- Prices based on average costs
- Reliance on purchased power
- Short-term cost management and debt reduction
- Risk avoidance
- Performance goals set by incremental improvement

#### LEVERAGE STRENGTHS

- Triple-A bond rating
- Status as government agency
- Protected service territory
- Authority to set rates
- Low-cost and reliable power
- Bundled generation and transmission service

#### RENEWED FOCUS

- Customer focused
- Variable-length contracts with distributors
- Prices reflect product costs
- Acquire or "partner" for supply
- Long-term financial strength
- Risk management and communication
- Performance goals set by industry benchmarks

## IN THE NEWS

### Hairston named TVA external ombudsman

TVA Senior Vice President of Corporate Responsibility & Diversity Peyton Hairston has been named ombudsman for external TVA stakeholders effective immediately.

The ombudsman gives the public an independent channel for reporting concerns and complaints about TVA activities that impact the public.

The ombudsman complements and strengthens existing TVA avenues for working with the public. Hairston also will facilitate discussion and mediation of issues of concern to external stakeholders.

"TVA wants and values public and stakeholder input that we already receive through a variety of ways," said TVA President and CEO Tom Kilgore. "An ombudsman will provide an additional avenue to ensure that TVA is responsive to concerns of the public."

The ombudsman will determine if a complaint has merit and attempt to resolve it, working with the affected TVA organization. If this fails, he will present a proposed resolution to the CEO.

Governments, corporations and universities typically use ombudsmen to improve their relationships with stakeholders and deal with problems at an early stage.

Opportunities for public input to TVA other than the ombudsman's office include direct interaction with TVA field staff, public meetings, open houses, hearings, listening sessions, internet communications and other avenues for dialogue.

The ombudsman will not handle complaints from customers or suppliers, who will continue to use established channels for their areas.

TVA established an internal ombudsman office early in 2006 to ensure employees' voices are heard, to improve administration and to make actions more accountable. Establishing the internal office also responded to some concerns expressed by employees.



Peyton Hairston

### BVI receives national recognition

BVI has gained national recognition from the Advisory Board Company, an organization based in Washington, D.C., that highlights "best practices." The Advisory Board commended the TVA retiree organization as an example of a great way to leverage retiree talent. "BVI is the best example we've seen, and we've talked to tons of companies this spring," said Alex Guambana, a senior analyst with the Advisory Board. Guambana says the Advisory Board plans to promote the BVI Web site as an example of an effective way to engage a company's retirees and help make it easier for those who want to get back to work to do so. BVI launched its Web site last year for the TVA retiree community. The site allows retirees to submit their qualifications online for TVA contract work, Federal Emergency Management Agency disaster-relief work and volunteer work. Job opportunities are posted on BVI's homepage at [MyBVI.org](http://MyBVI.org). In addition, the BVI site contains a directory of retirees' e-mail addresses, a photo gallery and classified ads. The site has become a popular destination, which averages more than 5,000 hits per day.

### Retiree-employee team wins bass tournament

TVA retiree Gary Hickman and employee Charles Saylor won the 30th Annual TVA East Tennessee Bass Tournament, held Memorial Day on Norris Reservoir. Hickman and Saylor caught the tournament limit of five bass (three largemouth and two smallmouth), totaling 12.80 pounds. Second place went to the team of TVA retiree J.D. Faust and his son, Patrick. The Faust team caught a total of 11.75 pounds. TVA retiree Michael Patterson and his wife, Bertha, caught five fish, weighing 8.40 pounds, for third place. The "big fish" prize was landed by Hickman, who caught a 4.05-pound largemouth bass. The annual tournament is held on a TVA reservoir each Memorial Day. One member of each two-person team must be a TVA employee, retiree or contractor. Fifteen teams participated this year. Next year's tournament is scheduled to be held on Watts Bar Reservoir, with participants leaving from the ramp where the Clinch and Emory rivers meet.



# Seeing into the future

As you age, so do your eyes. But you can take steps to help preserve your vision.

**A**re you holding a magazine farther from your eyes in order to see what's written? Has adjusting to glare or darkness become more difficult? Maybe you've noticed reading distant road signs is more difficult.

Vision changes naturally throughout life. Nearly everyone experiences these and other gradual changes in their vision as they grow older. By being well informed, you can learn what problems may develop with your vision, how those problems can be detected and what steps you can take to help take care of your sight.

One step is to have a complete eye exam. The general recommendation is to have an exam every one to two years. Some people, especially those with eye disorders or health problems such as diabetes, may need an exam more often.

Several eye diseases have no symptoms during their early stages, and most eye diseases can be treated when found early. Regular eye exams can detect reduced vision, cataracts, glaucoma and other vision problems, as well as additional medical conditions, including undiagnosed diabetes or high blood pressure.

Here are other steps you can take:

- Protect your eyes from the sun — wear sunglasses and a wide-brimmed hat.
- Improve lighting around your house.
- Wear safety eyewear when needed — at work, working around the house or playing sports.
- Take care of yourself — eat healthful foods, stay active, quit smoking and control your blood pressure, cholesterol levels, diabetes or other health problems.
- Seek care if you have any degree of sudden vision loss, eye pain or irritation.

"Both the Copayment and 80-Percent PPO medical plans have vision coverage through EyeMed Vision Care," says Kelly Lawson, program manager in Employee Benefits. "Members can have an exam every 12 months at an in-network provider by paying a \$10 copayment. Medicare Supplement Plan members receive a discount off exams when using EyeMed network providers.

*Thanks to Mayo Clinic, WebMD, EyeMed Vision Care and Prevent Blindness America for some of this information.*

YourHealth  
Counts

## EyeMed Vision Care Network is now bigger

Choices of an EyeMed network provider have increased, says Kelly Lawson, program manager in Employee Benefits.

"EyeMed members have always been able to use their vision plan at LensCrafters and thousands of private-practice eye doctors," she says. "Now the network of providers has been expanded to include Pearle Vision, Sears Optical and Target Optical locations."

To locate a participating provider or location, visit EyeMed's Web site at [www.eyemedvisioncare.com](http://www.eyemedvisioncare.com) or call EyeMed's Customer Service Department at 1-877-226-1115. Representatives are available from 8 a.m.-11 p.m. Eastern Time Monday-Saturday and 11 a.m.-8 p.m. ET Sunday.

If you are not an EyeMed member, you may be interested in BlueCross BlueShield of Tennessee's BluePerks program that features savings on vision-care items. You can learn more about this discount program at [www.bcbst.com](http://www.bcbst.com). Click on Members, TVA Employees then BluePerks.

## President visits Browns Ferry *continued from page 1*

know they're safe, reliable and low cost. But it was nice to hear the White House also say so."

Unit 1, idled since 1985, is the first nuclear reactor to be started in the United States this century and the first since TVA started Watts Bar Nuclear Plant in 1996.

TVA Chairman Bill Sansom addressed the employees and contract workers before introducing the President. Director Skila Harris also spoke.

"This day is really a tribute to the employees," Sansom said. "We have delivered this project exactly when we said we would — five years after the TVA Board's decision to restart it. Returning Unit 1 to service will provide a safe, clean and efficient source of energy for the Tennessee Valley."

All eight TVA Board members attended the ceremony. Others included U.S. Sen. Jeff Sessions of Alabama, U.S. Reps. Bud Cramer and Jo Bonner of Alabama, U.S. Energy Secretary Samuel Bodman, Nuclear Regulatory Commission Chairman Dale Klein and former TVA Chairman Glenn McCullough. Several BVI volunteers helped with logistics for the event.

"We are pleased that President Bush came to Browns Ferry today to recognize the significance of the restart of Unit 1 to TVA, our customers, the nuclear industry and the country," said TVA President & Chief Executive Officer Tom Kilgore. "Unit 1 is operating at 100 percent power today, helping TVA meet power demand in the Tennessee Valley. The successful restart is a result of the commitment, determination and attention to detail of the people who did the work."



General Manager, Site Operations, R.G. Jones (left) and President & Chief Executive Officer Tom Kilgore (right) escort President Bush on a tour of the Browns Ferry Unit 1 control room.

If you are a TVA retiree and you've got talent,  
you could be the next

## American Anything-but-Idle Star!

TVA/TVARA Annual Retirees Picnic  
Friday, September 7, 2007  
Guntersville Civitan Park  
Guntersville, Alabama  
Grounds open at 10 a.m. CDT

Singers, dancers, musicians, poets,  
comedians, trapeze acts and wild animal  
trainers are all welcome!

There will be prizes for the winners and gifts  
for every participant!

Spaces are limited, so sign up now.  
Deadline for entry: July 31, 2007.

Call Reba Whitson at 865-632-3318  
or email her at [tvara@tva.com](mailto:tvara@tva.com).

A rocking good show is in store,  
so come on down!



# Share your memories of TVA

for documentary to be filmed this summer



## Do you remember what the Valley was like before TVA, or do you remember hearing others talk about that? If so, the directors of a documentary film want to hear from you!

Directors Sean and Andrea Fine, winners of the prestigious Sundance Film Festival award for Best Documentary Directing, are hard at work on a documentary on TVA's history. The film is being sponsored by BVI to celebrate the rich history of the Tennessee Valley, as TVA approaches its 75th anniversary in 2008.

The directors will begin filming in July, and are asking for your stories about TVA to help answer the following questions:

### How hard was life in the Valley before TVA?

- What were living conditions like with no electricity, flooding, poor farming conditions, few jobs and short life spans?

### How has TVA changed life in the Valley?

- What it was like when the first running water and light bulbs were hooked up?
- How did life change for the better or worse as a result of TVA?
- What was it like living near the river when floods were likely?
- How about people's health, their farms, job opportunities and wages?

### What happened when families had to be displaced by TVA?

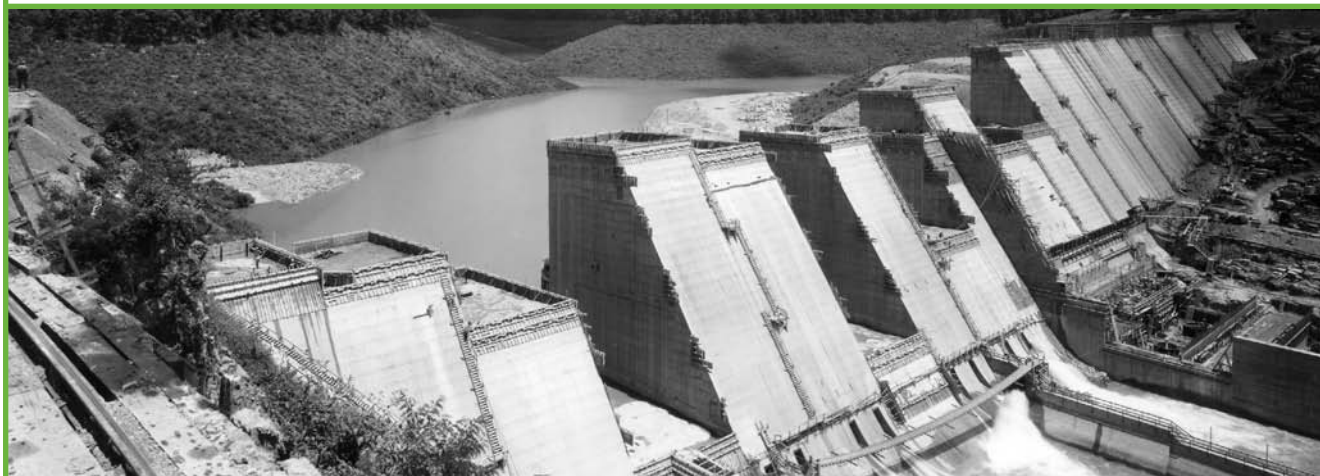
- Was your family displaced or relocated because of a TVA project? What was that like?
- When families were displaced, did their sacrifice help others have a better life?

### What was it like during the construction of Norris, Fontana, Wilson or Douglas dams or Browns Ferry Nuclear Plant?

- What can you tell us about the work that went into building these facilities?
- What did local people say about how these structures changed their lives?
- What was it like when people got electricity for their homes and farms for the first time?

If you have a story to share and would like to participate in this project, e-mail a brief description of the stories you can tell to [documentary@MyBVI.org](mailto:documentary@MyBVI.org) or call 1-888-257-9374 and leave a brief message.

Remember to provide a phone number or e-mail address so the directors can contact you if they need further information.



## new retirees

### 45 years

**Charles P. Smith Jr.**, Power System Operations, Columbia

### 42 years

**Cleston E. Jones**, PSO, Knoxville

### 39 years

**Douglas A. Overby**, Fossil Power Group, Chattanooga

### 38 years

**Charcie H. Click**, Administrative Services, Chattanooga

**Dennis L. Lundy**, FPG, Chattanooga

**Benton C. Morris**, COO, Chattanooga

**Kenneth R. Spino**, PSO, Chattanooga

### 37 years

**Dennis E. Gowan**, FPG, Gallatin

**Richard J. Mages**, FPG, Chattanooga

### 36 years

**Sanda B. Mohr**, Admin Svcs, Chattanooga

**Bill C. Perkins Jr.**, Nuclear Power Group, Spring City

**James M. Sears**, River Operations, Norris

**Joe M. Spencer**, FPG, Gallatin

### 35 years

**Gary L. Belew**, NPG, Chattanooga

**Gary N. Cardwell**, River Ops, Knoxville

**Barry M. Gore**, PSO, Chattanooga

**Haywood R. Gwinner**, FPG, Chattanooga

**Larry E. Price**, FPG, Rogersville

### 34 years

**Jimmie W. Grace**, FPG, Drakesboro

**James A. Overton**, Research & Technology Applications, Knoxville

**David H. Petree Jr.**, Admin Svcs, Chattanooga

### 33 years

**Steven F. Amick**, River Ops, Knoxville

**Leland Howell**, Admin Svcs, Muscle Shoals

**Paul E. Ivie Jr.**, Knoxville

**Thomas E. Phillips**, FPG, Stevenson

**Nellie C. Pickett**, Admin Svcs, Soddy-Daisy

**W. Scott Woodlee**, Admin Svcs, Knoxville

### 32 years

**Daryl W. Bryan**, Admin Svcs, Spring City



As part of the 40th anniversary celebration activities, the TVA Retirees Association Chattanooga Chapter is sponsoring a "Take Me Out To The Ball Game" night with the Chattanooga Lookouts at AT&T Field in downtown Chattanooga on Tuesday, Aug. 21. The cost is \$8 for game tickets and meal. Chapter members and guests are invited. For more information, call C. D. Heidel at 423-476-6497.